



Figure 1



Figure 2

**Market Survey**

Store Name

☐ Account 1  
☐ Account 2  
☐ Account 3  
☐ Account 4

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Figure 3

**Market Survey**

Package on Display

☐ 12 pack  
☒ 2 liter  
☐ 24 pack  
☐ 6 pack  
☐ 24 oz.  
☐ 20 oz.

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Figure 4

Market Survey

Price \$4.99

Brand	Quantity
C/F Pepsi	
Country Time	
Diet Pepsi	
Hawaiian Punch	4
Pepsi	20
Schweppes	
Squirt	
Sunkist	

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Done

Figure 5

Market Survey

Is there another display in this store?

Yes

No

Figure 6

*(The following pages are intentionally left blank.)*

Figure 7

Variable	Mean	Standard deviation	Minimum	Maximum
Age	34.5	10.5	20	55
Gender	0.5	0.5	0	1
Marital status	0.5	0.5	0	1
Education	12.5	1.5	10	15
Income	15.5	5.5	10	25
Health status	0.5	0.5	0	1
Smoking status	0.5	0.5	0	1
Alcohol consumption	0.5	0.5	0	1
Exercise frequency	0.5	0.5	0	1
Stress level	0.5	0.5	0	1
Depression level	0.5	0.5	0	1
Life satisfaction	0.5	0.5	0	1
Overall health	0.5	0.5	0	1